CANADIAN MOVING PICTURE
Digest

RAY LEWIS
EDITOR AND
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SO BRAVE IT MADE ME CRY

I AM referring to the picture, "Home Of The Brave", produced by Stanley Kramer and released by United Artists. It is such a brave picture that in certain scenes I had a feeling very close to tears, and it takes a great deal to make my cry, because no one can be in Motion Pictures for thirty-five years as publisher of a Trade Magazine in Canada and as an exhibitor and a distributor, without having learned to live without tears. Sex has nothing to do with this statement.

No one can live through two world wars and hear what we have heard, and are still hearing, see what we have seen and are still seeing and yet keep on living with a love for life, if one allowed themselves the frequent luxury of tears, desipte the oft-quoted lines from The Song Of The Shirt. "For men must work and women must weep".

"Home of The Brave" was talked about in our previous presentation of Stanley Kramer, but at that time I had not seen this picture. Now that I have seen "Home Of The Brave" at the Odeon Carleton, in its fourth week, following my return from Europe, I join many others in saying, "Bravo".

Rates A "Bravo"

There is not a dull, nor a draggy moment in this picture, nor is it, despite its big theme and moral, the least bit didactic or preachy. "Home of The Brave" has been directed to present powerful entertainment; and, despite its tragic note and its drama, it is entertainment since we, the people, are made of the kind of stuff which enjoys red meat to satisfy our appetite as well as that class of entertainment which can be described best as 'palatable as a banana split with whipped cream'.

When a motion picture producer has the guts (I use the word with intent, because there is nothing which gives such a frontage to one's backbone as good guts) to take a subject such as "Home of The Brave" and make racial, class and colour lines disappear in the presentation of his story -- when he reaches his objective; namely, the creation of an understanding among humans that colour or race do not make a human being less of a hero — that producer has made a contribution to the motion picture industry and to the progress of civilization. And when a producer has the ability to transmute such a story into box-office entertainment, *it signifies a noticeable advance in the progress of motion pictures and in the receptivity of their public.*

Don't Sell Short

Our Industry reveals many milestones which mark distinction and achievement, and that is why I frequently grow impatient of those within our industry who are fond of using the word 'crap' and of the critics and motion picture patrons who will embrace the entire Industry's production activities within the all-sweeping phrase 'Poor Pictures' because there are a few which they may not have enjoyed.

Ever eat an orange that was full of pulp? a steak that was tougher than leather? a melon that tasted like grass? Does such an experience deter you from eating oranges, steaks or melons? Juice is where you find it, and many a juicy picture has gone dry at the box-office because the exhibitor permits our critics to sell him, instead of selling them.

If every producer could select only great material, and all pictures were equally great, there would be not one exhibitor, nor one critic, but hundreds of these who could and would find something to criticize and something to dislike.

In Small Doses

The larger percentage of our audiences do not wish to be continually informed, or educated, or inspired to be generous, to be tolerant, to be patient, understanding, or noble. We like such medicine in small doses because most of us have never stopped long enough to think that each of us can make a contribution to life for the life which has been given to us. Thinking, restraining selfish impulses, while a pleasure to some of us, becomes literally speaking a pain in the neck to millions.

One "Home of The Brave", is better than a dozen sermons for box-office value and for its effect. You will excuse the mercenary note but I take it for granted that I am talking to Showmen and, as showmen, we know that we have bills to pay and, irrespective of our altruistic ideologies, we cannot eat red figures and our creditors will not eat them for us.

Be it ever so humble, a profit repast of black figures will always be better than those which turn red, or make our face turn red.

"Home of The Brave" is a Champion picture, with or without the medals which have been pinned on its chest.

It is the story of five men, four of whom have white skins and one of whom has a black skin. They volunteer to do a job because War is War and they are in it. It is necessary to secretly invade an Island to bring back photographic records. The men are Major Young, Mingo, Finch, Corporal T. J. and Mossy, the whitest black sheep in this quintette. What happens on this Island, the drama preceeding the venture and adventure, the aftermath, is terrifically sustained drama.

A Glimpse Of Heaven

Kramer produced, "Home Of The Brave" in six weeks. He could not have improved on it had he taken six years, for this picture is just as it should be. Too much polish would have given it a phoney Shine, and would have made it theatrical; as it is, it is covered with grime, it is simple and that is why it is of the earth, for people who are of the earth do, on occasion, get a glimpse of heaven.

—THE EDITOR

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PROMOTIONOTES

Ernie Hatfield of the **Capitol, Yarmouth, N.S.,** found something new in street gags when he played **"The Hills of Home".** The dog in the picture not only walked the streets, but also took a prominent part in a local civic holiday parade.

A bathing beauty contest entitled **"The Girl From Sunnyside Beach"** was dreamed up by **P. Anthony Ranicar,** Warner Brothers Canadian Publicity Director, and **Mr. Jim Cameron,** Exploiteer extraordinary for Famous Players, to promote that lively comedy which proceeded to enjoy two good weeks at Shea's in Toronto. Arrangements were made with the management of the special attraction stage to use their facilities, and to promote the contest along the lines of the title — **"WHO IS . . . THE GIRL FROM SUNNYSIDE BEACH".** Special window displays and 40x60 art panels were set up and distributed, also 5000 mimeographed forms distributed drawing attention to the contest. The judges were chosen from members of the press and radio. . . . The Beauty Contest was preceeded by a 'Beach Wear Fashion Show", the clothes being provided by the Robert Simpson Co. and the models by the Burnand Model Agecny. The bathing suits for the 35 contestants were provided, courtesy of the Silknit Co. Limited. (Catalina Swim Suits) and presented to the contestants after the show. . . . The whole event was a great success and was covered not only by all local newspapers, radio, but also by Warner Pathe Canadian Newsreel and shown subsequently on Canadian screens.

The two good weeks' business enjoyed by Shea's Theatre go to prove that even in the hottest weather you can get people to see and enjoy your pictures if they are promoted properly.

TRADE HEADLINES

Bernard Shaw Writes New Play — "Bouyant Billions" — Comedy Of No Manners — At 93; How About Exhibitors Who Have Not Sent In Showmanship Contest — None Of You Are 93!

C. B. De Mille Joins Ringling's Circus For Three Weeks On New Picture "Greatest Show On Earth".

Miss America 1949 Visits Josephine Baker At Follies Bergere— Paris — She Will Not Have To Worry About 'Falsies' There — Nothing But The Naked Truth — And Is It Gorgeous.

Harry Cohn Signs Deal For Second Run Eagle-Lion Product In His Foreign-Language Theatre — The Valour — Winnipeg.

Princess Rita Hayworth Is Expecting A Child, The Aly Khan Announced To The Press — He Should Know.

Olson & Johnson Show At Toronto "Ex" Reported A Complete Sell-out Despite Publicity That Show Will Be Whiter Than Snow.

David O. Selznick Will Make Flying Visit To New York Re Production Plans — Will Return Immediately To Europe.

Censor Board Chairman D. J. Vaughn Of Sask. Visits Toronto — Announces He May Again Be Stationed At Winnipeg.

38 Major Radio Programs Affected By U.S. FCC Ban On Give-Away Shows — Ruling Effective Oct. 1st — Prize Totals About $185,000 Weekly.

FCC Ban Challenged By American Broadcasting Co., Producers Of "Stop The Music".

Walt Disney Returns From Europe — Reports His "Treasure Island" One-Third Completed.

Village Theatre, Toronto, Gets Sneak Previews Previously Introduced At Capitol, Toronto.

"You're My Everything" Second Week Hit At Capitol - Nortown - Shea's Day And Date Booking — Toronto.

"Silver Lining" Closes At Music Hall, N.Y. — With Gross Of $835,000 — Best B.O. At Music Hall This Year.

Monogram And Allied Artists Announce 48 For This Year — Good Sign That The Independents Are In The $ For Continued Production.

Lopert Makes Deal With Paramount For 34 Reissues In 3 U.S. Art Houses.

"Jolson Signs Again" Beats Loew's State 30 Yr. Record On Opening Day.

CALLING ALL SHOWMEN . . . .
GET YOUR CAMPAIGN IN *NOW*
THE CONTEST CLOSES AUGUST 31st

RAY PRESENTS

I NOW hear that the new three dimensional lens will cause another revolution in motion pictures. Hal Mohr who won two academy awards for his camera work has been quoted as saying that the new invention will save producers from 25% to 30% on costs of production.

First saving is in lights, in the fact that players can rehearse on chalk marks, that they will not even require chalk marks. Patrons coming late can see, in seats close to the wall as in centre row seats, and photography will be very clear. No switching from one player to the other when the two have scenes together, and this will eliminate the switch close-ups from one player to the other. And glamourous stars will add to their glamour, since what they own in physical roundness grows more round and symmetrical with the new lens.

A RUSSIAN nobleman, Stephen Garutso, is the inventor, after having sought to perfect his idea in Hollywood for the past twenty-five years. He claims it is based "on one of the newest discoveries made in the laws of physics and optics in 2000 years".

An independent has tried the gadget on two westerns, and reports are that the cowboys almost gallop out of the screen.

For twenty years, or close to this number, I tried to make a deal for the old Colonial Theatre, on Queen St. near Bay St., Toronto, owned by the Franklin Bros. Three or four times I was close to getting a deal signed, and then I just forgot about this theatre.

It now looks as if Jack Hunter, formerly of Paramount Pictures, and who operates a circuit of theatres in Hamilton, is a better showman than I am. He had the same idea, but he stuck with his idea and now Jack Hunter will, after certain constructional changes have been made, open the Colonial as a Motion Picture Theatre. The Film Trade wish Jack Hunter the best, because Jack has always been one of our most popular showmen in Canada.

APROPOS of the 'Canada Unlimited' slogan, alleged to have been copyrighted by Canadian Breweries and now being used by RKO as a title for a Good Neighbor short, it just occurs to me that the distribution of the Short would provide Canadian Breweries with a great deal of free screen publicity, that is providing this company has identified the slogan with its trademark.

"The Loon's Necklace" was financed by Imperial Oil, but there is no mention of Imperial Oil in the presentation of this picture. Notwithstanding, whenever you see "Loon's Necklace", that very choice short, you think of Imperial Oil. No doubt Imeprial Oil is aware of this silent kind of effective advertising, for I have been told that there is another short subject under consideration with similar financing.

ALTHOUGH I am not familiar with the legal intricacies of Copyright Law, it occurs to me that the name of a country, as in "Canada Unlimited," cannot be copyrighted by a private company or individual as an exclusive trademark or slogan. There are several companies which use Canadian, designating the country to which the enterprise belongs; but the word, Canada, belongs to the people of Canada, and adding the word Unlimited, I do not believe, solves the problem in respect to a copyright. It is only my own opinion and I can be wrong.

The RKO short subject is part of the plan to help Canada's dollar shortage, by stimulating the Tourist trade. Is there a Canadian who would object to such a Good Neighbor gesture?

Ida Lupino, that most excellent motion picture star, has gone the way of all movie flesh in her desire to be a producer. At the Biltmore, Toronto, we have her first production, "Not Wanted", described by Stan Helleur, Telegram Movie Critic, as follows: "intelligent, interesting handling of a tricky theme . . . the movie is loaded with emotional punch and seldom drags. In fact it builds up to a climax as moving as any I've seen". We add our congratulations, and note with satisfaction that we are having more women producers in this field.

JACK FINE, son of Samuel Fine, B & F circuit of theatres, successfully put over a benefit show at the Parliament Theatre in aid of the Layng Fund. The picture was 20th Century-Fox's, "Mr. Belvedere Goes To College" and several vaudeville acts augmented the program. Result: close to a thousand dollars added to the Layng Fund. Good work Jackie — it's humanitarian and showmanship.

Some exhibitors are wondering if Johnny Cohen started the Flying Saucers as a publicity stunt for his dinnerware. Johnny's reply is, "My dishes are not in the air, they are registering at the box-offices".

THERE is a photograph of Nicholas Schenck, president of Loew's Inc., receiving a Blue Ribbon Award on the front page of Boxoffice. What a scoop for this magazine, for if anyone avoids the camera and publicity as much as Nicholas Schenck, the silent, strong man of our Industry, name me the man. M-G-M has won this Blue Ribbon Award four times in succession, for "the most outstanding of currently played features which are good enough as entertainment for the whole family." The feature in question is "The Stratton Story" in which James Stewart and June Allyson have starring roles, with Frank Morgan and Agnes Morehead. Sam Wood directed and production was by Jack Cummings.

The luck of the Irish is still with them, for now Warner Bros. will produce "The Daughter Of Rosie O'Grady" in Technicolour, with June Haver and Gordon MacRae in the leads. It is to be produced and directed by the same team, William Jacobs and David Butler, who produced, "Look For The Silver Lining".

FRIENDS of the Hon. Earl Lawson, president of Odeon Theatres of Canada Limited, are anxiously enquiring about this most excellent showman. Reports are that some progress is being made back to good health. Earl Lawson is a great favorite in Canada, not only in Show Business but in the legal profession to which he belongs, and in Government circles, for Earl always carried the cloak of his political affiliation gracefully, and was friends with those who were with his party or in Opposition.

We miss Earl very much for, whether he agreed with what The Digest's editorials had to say, or disagreed, he always found time to say, "Good stuff Ray", or "I don't agree". The Pioneers very much miss his personal advice and cooperation. There are a large number of people in Canada who are saying a silent prayer for his recovery and prayers are the heart's sincere desire, which register.

Toronto and District

By BILL PRESS

ATTENDANCE during the current fiscal year at the Toronto theatres of Marcus Loew's Theatres Limited has been slightly lower than the patronage figure for the previous 12 months, it has been reported in Toronto financial circles. The increased admission scale at Loew's and the Uptown Theatres has helped to offset the rising cost of operation, it was stated in a perliminary report.

Business at Loew's Theatre is expected to be adversely affected during the period of the construction of the Yonge Street subway commencing in September. Consideration has been given to the building of a new entrance to the theatre on Victoria Street. The Uptown already has a separate entrance on Balmuto Street as well as on Yonge Street.

* * *

Mrs. Annie Rich, wife of the late stage comedian, Harry Rich, died in her Toronto home after a long illness. She was a cousin of Mary Pickford and had been brought up by the latter's grandmother after her parents died. One son, Harold, is a pianist.

* * *

The calendar still hanging on the booth wall of the old Colonial Theatre opposite Toronto's City Hall shows the month of February, 1932, when the silent cinema closed its doors for a long sleep. It will re-open as the Bay Theatre in the late fall under the sponsorship of Jack L. Hunter, former Paramounteer.

* * *

The friends of Mr. and Mrs. Russ Simpson will be glad to know that Mrs. Simpson and her newly arrived baby boy are progressing nicely after a very strenuous time. Russ Simpson wishes to thank his many friends in the film trade for their solicitude and their many kindnesses in connection with the birth of his little son. This gives Russ Simpson of Paramount a famly of three — two boys and one girl.

Montreal Magnate Embarks

Alix Adelman and Mrs. Adilman sail for Europe this week. They intend to return to Canada about November. The film magnate will visit London, Paris, Rome, spend some time in Switzerland, the Italian and French Rivieras and, as for Monte Carlo, well, the red carpet is already being laid.

EXPERIENCED SHOWMAN

wishes to lease or operate on shares promising theatre in a live town. Ontario preferred. Best of references supplied. Write details to

BOX 17 — DIGEST

Ontario exhibitors are looking askance at the Hollywood innovation in the form of credit-entertainment on a charge-it-up basis. The manager bills the patron at the end of the month for the number of times that a credit card is used for admissions.

Theatre managers around Toronto hold to the view that bills for intangible performances would be hard to collect and there would be no merchandise to seize in the event of failure to pay.

* * *

The Odeon-Toronto is to remain dry, the application for a liquor license having been withdrawn on instructions from J. Arthur Rank, who is known as a strong temperance advocate.

* * *

Mr. James Cameron, who has been the father of many a promotionote (including the title of that column in the Digest) became the father, last week, of a 7 lb. 9 oz. boy; name — James William. The William, Jimmie says, goes back through 5 generations of Camerons.

* * *

The Odeon Movie Club at the Brantford Odeon is offering free admissions to the first 25 juveniles in line for the opening of the Saturday morning show.

* * *

Manager Sam Hebscher of the Savoy Theatre, Hamilton, put on a splash campaign for a three-feature laugh show "at no advance in admission prices". The pictures were "Yanks Ahoy", "Tanks a Million" and "About Face", all re-issues.

Producer Scares Critic

Herbert Whittaker, Globe and Mail movie critic, would like United Artists to stop the hypnotising department from using "Black Magic" on him. Latest gadget received from Edward Small is a rubber skull which grins and reads "See Black Magic — I would, chum, if I could."

GOLF TOURNEY CANCELLED

Lack of satisfactory accommodation has necessitated the cancellation of this year's Canadian Film Weekly motion picture industry golf tournament, it was announced by Tom S. Deley, chairman of the committee. Event was usually attended by several hundred golfers and non-golfers from all parts of Ontario and few clubs were found suitable for such a large number, with those able to accomodate that many usually booked ahead for several years, some until 953.

It is hoped that the 1950 tournament can be held in a new club or one of the several which are enlarged now.

The trophies will be retained by their present holders for another year.

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS
Editor-In-Chief

JACKIE ROSS
Assistant to the Editor

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— Correspondents —

A. L. FAIRWEATHER ..... Saint John, N.B.
J. J. CONKLIN ..... Winnipeg, Man.
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

The arty Community Theatre at Hamilton held "The Ghosts of Berkeley Square" for a second week.

* * *

In connection with the thorough reconstruction of the Bedford Theatre in North Toronto before it was reopened the other day as the Park, the story is told that Nat Taylor, head of 20th Century Theatres, tore his sports jacket on one of the seats while in the theatre last spring.

The upshot was that the Bedford was torn apart to be replaced by a glistening new house and nobody's coat will be torn now.

* * *

Ontario exhibitors are being offered contracts for screen advertising films for a term of two years with an initial payment to the theatre of $12 to cover the first two months. The theatre proprietors are pondering the situation and some of them are opposed to the screen advertising.

PARAMOUNT SIREN TO VISIT CANADA

Miss Corinne Calvet—Paramount's exciting, sultry Parisian import star is coming to Canada!

Miss Calvet will arrive in Montreal, Quebec from Boston, on Friday, September 2nd for personal appearances at the Palace Theatre in connection with Paramount's "Rope Of Sand". Miss Calvet is the only femme in this story of diamond mining in Africa.

Miss Calvet will spend a private little holiday over Labour Day weekend and then she will return to Montreal on September 5th, where she will be hostess to an exhibitors' luncheon and a press party besides putting in radio appearances.

Miss Calvet and her party will then entrain late September 6th for Toronto where she will spend two busy days. She will be at the Canadian National Exhibition on both Wednesday and Thursday, September 7th and 8th and on Thursday, she will be hostess to Toronto exhibitors, press, radio and magazine people, leaving late Thursday night for the West.

Famous Players Close Deal With Eagle-Lion For British Pix

A deal has just been concluded with Eagle-Lion Films of Canada, Ltd., whereby a group of some of the best British pictures available will be playing Famous Players theatres across the Dominion during the season of '49-50.

In a recent Digest interview with John J. Fitzgibbons, President of Famous Players, Mr. Fitzgibbons advised that while the deal for the exhibition of the British pictures will undoubtedly be of aid in the British financial crisis, this is not the only reason for Famous consideration of the British product.

"We have selected these British pictures for exhibition in our theatres because they are first-rate and possess the same kind of entertainment value for our patrons which we find in the pictures produced in Hollywood", said Mr. Fitzgibbons. "Entertainment is still the great necessity" he continued, "for, despite any personal inclinations which we may have, the public is the final judge of all pictures and, whether we always agree with their opinion or not, in the final analysis, they pay at the boxoffice and they have the last word as to whether a picture entertains them sufficiently as to provide adequate returns at the boxoffice for the exhibitor, the producer, and the distributor."

"We will present "Fallen Idol", a Selznick-Alliance release, directed by Carol Reed, an outstanding British producer, whose pictures have been most successful in the United States and Canada. The name of Carol Reed is sufficient to denote quality and entertainment value. "Fallen Idol" won the British Academy Award as the best British picture produced last year. The fact that it is a picture which David Selznick, world-famous producer, secured to distribute under his own name both in the United States and Canada, is a further indication that the "Fallen Idol" is one of the big pictures which will be presented at Famous Players theatres during the current year."

"Another big picture is "The Winslow Boy" which has also won an award. This was adapted from the stage play which won critical accolades in London, New York *and* Toronto."

"Among the other British pictures is "Spring In Park Lane", another award winner, produced by Herbert Wilcox and Anna Neagle and starring Anna Neagle and Michael Wilding. I have seen this picture and it is a delightful musical. It was one of the biggest box-office grossers during its presentation in London."

"We wish to emphasize that it is the quality of the pictures which inspired us to make this deal because we feel that every picture of quality available for distribution in Canada is the kind of a picture which our patrons are entitled to see.", Mr. Fitzgibbons added.

(*Continued on Page* 9)

Goldwyn To Produce "Folly And Farewell"

Julius and Philip Epstein, identical twins, will write and direct a screen version of the Robert Sherman story, "Folly and Farewell," for Samuel Goldwyn.

Dillon To Represent Canada At Chicago Convention

Fred C. Dillon, executive director of the Canadian Motion Picture Distributors Association, will represent the Canadian Motion Picture Industry Council at the joint exploratory meeting for an all-industry cooperative public relations program to be held in the Drake Hotel in Chicago, August 30 and 31.

Hye Bossin, chairman of the C.M.P.I.C. announced Dillon's appointment and stated that he would be attending in Chicago in the capacity of an observer only. Discussions in Chicago will be much influenced by U.S. domestic conditions but it is felt that information gained and policies evolved will be of value on both sides of the border. Dillon's status as an observor leaves the C.M.P.I.C. free to formulate policy and recommend activities to suit Canadian needs.

Representatives from five U.S.A. exhibitor groups, three producer associations, the Motion Picture Association of America and the Motion Picture Industry Council will attend at the Convention. The M.P.I.C., an all-embracing body with headquarters in Hollywood will be represented by Roy Brewer of the IATSE who recently succeeded Cecil B. DeMille as its chairman and Art Arthur, executive secretary.

Distributor representatives and eight trade paper editors met recently in the MPAA board room to discuss subjects that might be placed on the Chicago agenda. Trade editors taking part in the discussion were Alicoate, Film Daily; Jay Emanuel, Jay Emanuel Publications; Abel Green, Variety; Charles E. Lewis, Showmen's Trade Review; Martin Quigley, Sr., Quigley Publications; Ben Shylen, Boxoffice; Morton Sunshine, Independent Film Journal; and Mo Wax, Film Bulletin.

Also invited were Pete Harrison, Harrison's Reports; T. E. Mortensen, Greater Amusements; Arthur Ungar, Daily Variety; and William R. Wilkerson, Hollywood Reporter.

Among the matters to be discussed by the delegates will be a plan for disciplining actors who misbehave publicly and another for a Film Festival.

RKO Radio head and chairman of the MPAA Exhibitor-Community Relations Committee, Ned E. Depinet, is responsible for invitations to be present and will preside at the convention.

GERRY CHERNOFF

NEW MANAGER FOR FOX MONTREAL BRANCH

Mr. A. W. Smith, Jr., V-P. and General Sales Manager, in conjunction with Mr. Arthur Silverstone, Canadian General Manager of Twentieth Century-Fox, announce the appointment of Gerry Chernoff as Montreal branch manager as of September 12th. He succeeds Eddie English who has resigned.

Chernoff, age 32, who is a native of Montreal and a graduate of Queens University, Kingston, has had a meteoric career in the eight years that he has been connected in the motion picture industry. After graduating from university, he joined Empire-Universal booking department, was promoted to head booker, then salesman. He then became branch manager for Grand National. His next move was to International Film Distributors as their Montreal branch manager.

Reagan Joins MGM

Charles M. Reagan, veteran showman, who has been with Paramount for twenty-nine years, and who in, 1944, became Vice-President and General Sales Manager of this company's distribution in the U.S. and Canada, will join the executive sales staff of MGM, in accordance with an announcement made last week by Nicholas M. Schenck, President and William F. Rodgers, Sales V-P.

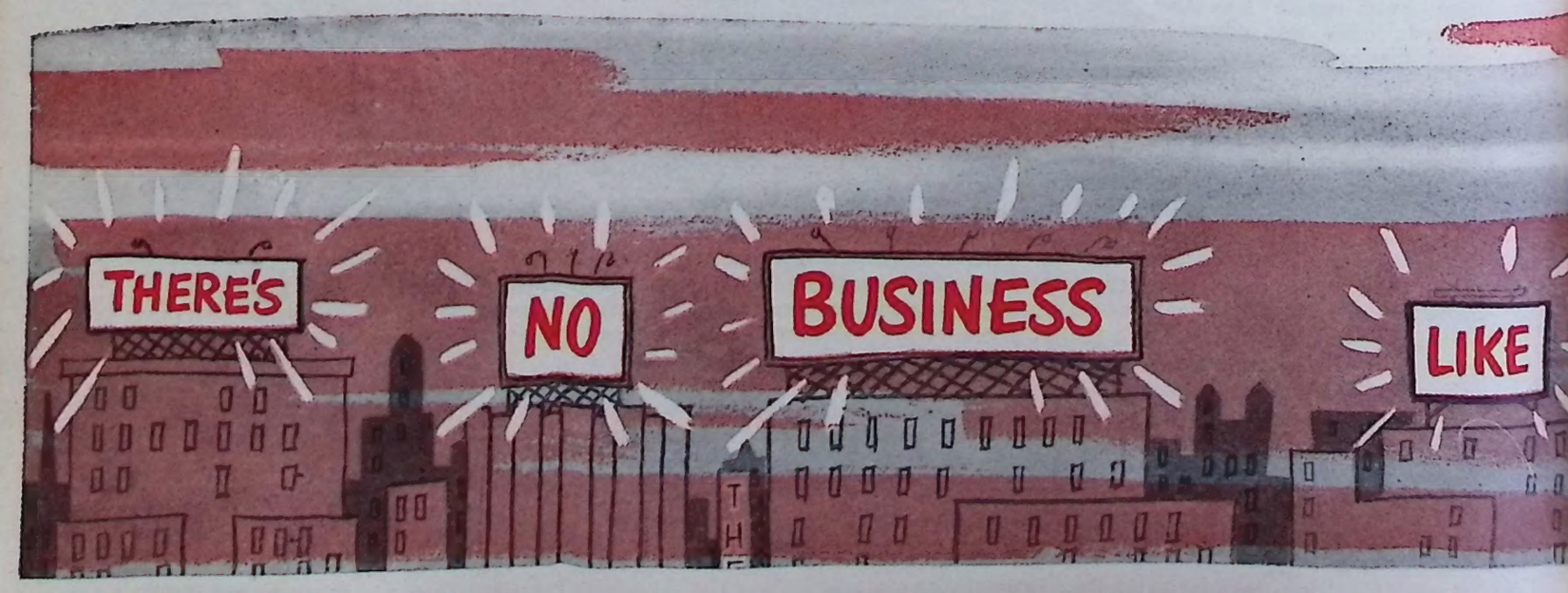
"White Christmas" To Star Crosby

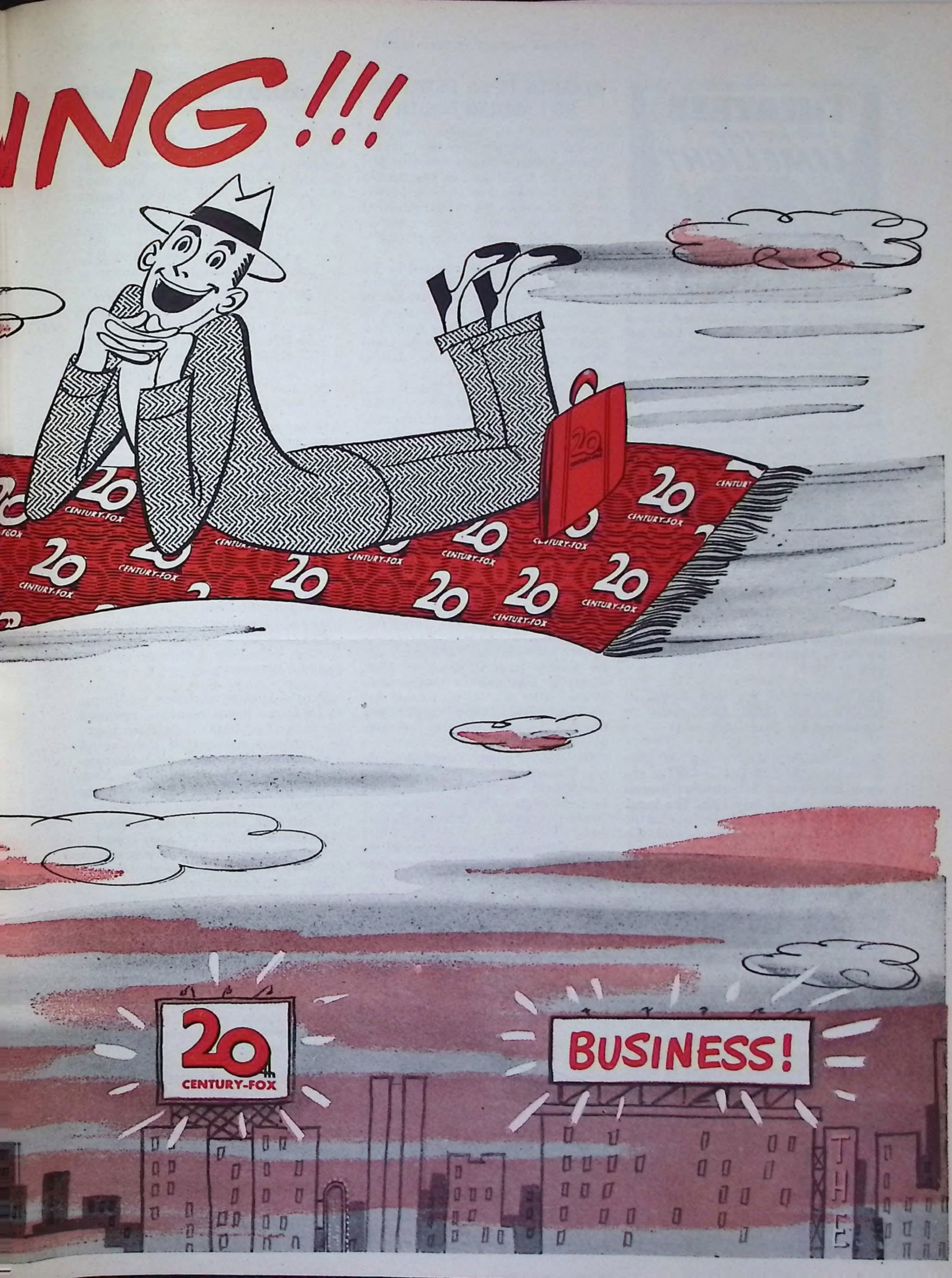
Paramount has announced that they will make "White Christmas" which has sold more than 2 million copies, starring Bing Crosby.

SMOOTH SAIL

IT'S THE TALK OF THE INDUSTRY HOW 20th KEEPS DELIVERING! THERE'S NO END TO THE BIG ONES FROM THE HARDEST WORKING COMPANY!

COME TO THE STABLE · WILL JAMES' SAND
HOUSE OF STRANGERS · YOU'RE MY
EVERYTHING · IT HAPPENS EVERY SPRING
MR. BELVEDERE GOES TO COLLEGE · THE
BEAUTIFUL BLONDE · CANADIAN PACIFIC
A LETTER TO THREE WIVES · THE SNAKE PIT




ING!!!
20 CENTURY-FOX
BUSINESS!

Douglas Miller, owner of the Rex Theatre, TABER, ALTA., has opened his second theatre, The Tower. Of concrete block construction with steel trussed roof, it seats 500 and has a crying room for parents to take unruly children. The projection room has space for installation of a 16 mm. projector which is to be used for educational films. Space is also allowed for television equipment. Population of the town is about 1,500 . . . . The Tower will operate daily, with two show changes each week. The Rex will be operated only on Wednesdays and Saturdays, with different shows, until conditions warrant greater accommodation..

• •

The new Carribou theatre in STE. ANNE DES MONTS, QUE., was opened August 1st by J. C. Beudette of Cine Gaspe Ltd.

• •

The Vic Theatre in BROWNSBURG, QUE., was opened July 16th. Owned by A. L. Marchand, the house seats 188.

• •

The opening of the new Royal at MONT JOLI, QUE. (325 seats) is scheduled for Sept. 15th.

• •

Andrew Giaschi, owner of the Strand, BRACEBRIDGE, ONT., opened his second Bracebridge house, the Norwood, on July 19th. The local press touts the new showplace as "a theatre ranking in elegance with the best to be found in Ontario towns."

• •

Work has begun on a 300-seat theatre in WILLIAM'S LAKE, B.C., being built by W. S. Western. The plans, prepared by architects Mercer and Mercer of Vancouver, call for a one-story building, 35' by 115', of cement tile construction.

• •

Since the Chatham opening, the new Ontario drive-in chain, under the directorship of Jerry Campbell, has been expanding rapidly. Latest of the chain's open-air theatres to open was the ST. THOMAS Drive-In which made its bow to the surrounding territory on July 13th, amidst extensive publicity from the local press. The showplace was ushered in by Mayor J. Bruce Caldwell of St. Thomas and several other civic officials . . . . the previous week, the independent chain opened their SUDBURY house, bringing the total of their drive-in holdings to 3, to date.

ALBERTA MPEA PETITIONS RE 1 MAN IN BOOTH

Word has been received from Roy Chown of Calgary, secretary of the Alberta Theatres Association, that Mr. Justice C. C. McLaurin has handed down a decision that only one projectionist is required in the theatres of Alberta cities instead of two operators as stipulated by the provincial regulations.

According to notice received by the National Committee of the Motion Picture Exhibitors Associations of Canada, the Alberta Association is moving to petition the Provincial Secretary for an amendment to the regulations to conform with the judicial ruling.

For the hearing, J. C. Mahaffy was the legal representative of the exhibitors and J. V. H. Milvain was the lawyer for the projectionists.

KURK TO 20th HEAD OFFICE

John S. Kurk, formerly maanger of the Midtown, Toronto, has been moved to the Head Office of Twentieth Century Theatres as special field assistant to M. L. Axler, it was announced in Toronto by N. A. Taylor, the company's general manager. His promotion was made necessary by the post-war expansion of the company, one of this country's Big Three theatre circuits.

Born in Winnipeg, Kurk came into the theatre business there in 1937, when he managed an Independent house. After that he distributed and exhibited foreign films until 1940, when he became supervisor of three Manitoba houses.

In 1942 he joined Twentieth Century Theatres as assistant manager of the Regent, Sudbury. Subsequently he managed theatres of the company in North Bay, London, Ottawa and Toronto.

He was succeeded as manager of the Midtown by Morris Appleby who was moved from the Ace.

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Vancouver News

By JACK DROY

"CARIBOO TRAIL" will be filmed in Colorado instead of British Columbia as previously announced by the Hollywood producers. The story was written by John Sturdy, former CPR publicity representative of Vancouver. Nat Holt, producer, figured it would cost more to film in B.C. than in Colorado, so Canada and B.C. are out. That's the movie business.

* * *

Elliot Brown, Odeon West Vancouver manager, and Ernie Sauer, Lux Vancouver manager, have left for a 2 week holiday in Hollywood . . . Violet Hosford, Odeon head office steno, spending her vacation in her home town Edmonton, Alberta.

* * *

Going on and returning from vacations are Johnny Bernard, Odeon booker; Earl Hayter, Odeon supervisor; Mary Bossio and Rose Lesanko, Cinema Theatre cashiers; Bea Pentreach, Odeon publicity; Charlie Backus, Empire-Universal booker; Donna McLean, 20th-Fox cashier . . . Herb Black, SARO office manager of Winnipeg, holidaying here.

* * *

Gordon "Bud" Harris is the new assistant manager at the F.P. Strand. Harris was formerly employed by the Deluxe shows, Emerson, Manitoba, and succeeds Alan Owensmith, resigned.

* * *

Ronald Huston, assistant to Norman Duncan, Cinema manager, resigned for reasons of health . . . Alec Barclay, assistant manager of the Capitol Victoria, has been promoted to manager of the Edison Theatre, New Westminster; succeeds Cecil Cameron, resigned.

* * *

Bill Risk, owner of the Bellvale theatre at Bella Coola up coast from Vancouver, will open a new theatre at Paradise Valley, Alberta — the town's first theatre.

* * *

Kevin Fitzgibbons, B.C. manager of Theatre Confections Ltd., has been promoted to the Toronto head office and is succeeded by Frank Troy, former purchasing manager in Toronto, as Vancouver manager. Amusement business threw a stag party for popular Kevin at the Devon Cafe which was well attended by his friends in B.C. show biz.

* * *

Cecil Black, Vancouver manager of International Film Distributors, resigned and is leaving for Eastern Canada . . . Sam Nagler, Cardinal Films B.C. manager, also resigned.

AURORA THEATRE OPENED

John Lovlin recently opened the 400-seat Aurora in the new township of Manning in Northern Alberta.

FAMOUS DEAL

(*Continued from Page* 5)

"In regard to the other aspects of this deal, we took into consideration that the reciprocal trade can help England in her present drive for Canadian dollars. We had an interview with Mr. Harold Wilson of the British Board Of Trade and the question of helping the British dollar situation through playing British pictures was presented to us. Mr. Wilson is aware of the fact that entertainment value is of prime importance because patrons of motion picture theatres do not stop to consider economic difficulties, national or international, when they pay their money at the boxoffice to be entertained. If they can be entertained and, at the same time, perform a national or international service, so much the better."

"We have been trying through various channels to help bring more U.S. dollars into Canada. And we have statistical reports to substantiate our claim that the Canadian Motion Picture industry and Hollywood have definitely helped the U.S. dollar situation in Canada through their co-operative services."

"This has not been our sole medium of such stimulation for the flow of U.S. dollars into Canada. We have instructed all our managers to make their theatres, themselves, and their personnel, bureaus, not only of information, but of service and courtesy to visiting tourists so that these visitors may return again and tell their friends in the U.S. about Canada — and naturally lead good American dollars into our country."

Mr. Fitzgibbons concluded, "This is the story behind the program of British pictures which Famous Players theatres will offer to their patrons. It is indeed fortunate that, in our desire to cooperate with our government in its efforts to help the English dollar situation and its own U.S. dollar situation, we are able to secure the quality of pictures which will maintain the standard of entertainment with which our theatres have always been associated."

Contract Let For FPCC Lethbridge House

Contract to build a new Famous Players theatre, The Paramount, in Lethbridge, Alta., has been let to the Oland Construction company and work is to start immediately, according to A. W. Shackleford, manager of the Capitol and Roxy theatres, Lethbridge. No figure as to the cost of the new building was disclosed.

New House In Weyburn

Phil Budnoff, Regina, is building a $65,000 theatre in Weyburn, Sask., to be known as the "Soo Theatre." House is to be 50 feet by 115 and is expected to be ready by the beginning of 1950.

ROYAL COMMISSION URGED TO SUPPORT DRAMA

The Royal Commission on Arts and Science Development was told that the lack of adequate buildings had, "a retarding and adverse effect on the development of theatre in Canada", in a brief presented by The Dominion Drama Festival Committee. The Committee was represented by it's president, D. Park Jamieson of Sarnia and the Hon. Dir. Dr. Alan Skinner of London. The brief before the Commission also urged a chain of municipal theatres for the staging of shows, which would provide talent for CBC and Television. The brief was reported to be most persuasive and convincing.

The brief further urged the establishment of permanent companies of Canadian players "to travel across Canada and present the best available plays in all centres where adequate facilities for presentation are available".

Among its recommendations was one which urged the establishment of a supervisory board or commission, separate and apart from the Government, charged with the development of a national Canadian drama and the theatre in Canada.

RKO SHORT SELECTED BY MPAA

You have had some comments in the Digest in connection with the RKO short, "Canada Unlimited". This picture has been selected by Eric Johnson and the MPAA as the 5th in its 'Public Affairs' series which he and the association are sponsoring "because of its timeliness, significance and excellent dramatic presentation."

"Canada Unlimited", tells the story of the tremendously important part European displaced persons and immigrants are playing in Canada's postwar industrial expansion. In the process, it graphically presents some amazing and little-known facts about Canada and sheds a new light on Canada's new importance as Uncle Sam's economic partner.

At a time when the entire industry is striving to gain maximum good will through the release of more worth while subjects, "Canada Unlimited" will undoubtedly contribute to this objective and will be appreciated by Canadians.

Both RKO and the MPAA are placing special promotional efforts behind this subject so that it will secure the nation-wide interest which it deserves both in the U.S. and Canada. RKO will trade screen the subject in 32 key cities throughout the country with Walt Disney's "Ichabod and Mr. Toad".

"Canada Unlimited" will be made available for spot bookings to exhibitors.

Screen Reviews

By STEPHEN VISE

"THE FOUNTAINHEAD" (Warner Bros.). A screen adaptation by Ayn Rand of her best seller by that name; with Gary Cooper, Patricia Neal, Raymond Massey, Kent Smith, Henry Hull, and Robert Douglas.

Critics will call this movie corny and pretentious, but it should make good box-office just the same. It has a rather unique story combining romance, architecture, and political ideology.

The hero, the All-American Gary Cooper, defends democracy by being an ultra modern architect of the functionalist Frank Lloyd Wright school. Through his artistic convictions and creations, he asserts his rugged individualism and opposes collectivists (Raymond Massey and Robert Douglas), who corrupt the masses by means of a metropolitan newspaper. Cooper's greatest victory is scored, however, at the end of the picture when Miss Neal joins him on top of the world's tallest skyscraper (which he is building of course) to become his wife.

Cooper, while no great actor, is earnest. Miss Neal is attractive in a neurotic sort of way, and Massey and Douglas are ably despicable, as they are intended to be. The production is good.

• •

"EDWARD MY SON" (M-G-M). A worthwhile screen version of Robert Morley's intense and extremely successful British play; with Spencer Tracy in one of his most ambitious roles, Deborah Kerr, Ian Hunter, a charming newcomer, Leueen MacGrath, and other English stars.

While this movie doesn't come up to the play, it still carries across a considerable emotional impact; and it should go ever well with adult audiences. Many people have already heard of the play through hearsay or reading (it comes out in a pocket edition).

George Cukor's direction keeps "Edward My Son" on a high plane; but the real force behind the movie is its fascinating story of a self-made man who set fire to his business, collected his insurance, and thus got a start in life. Edward, by the way, never appears, nor has to, because you learn about him from his father.

• •

"OBSESSION" (Independent - Sovereign; Rank release). An engaging suspense melodrama about an almost "perfect crime".

This film should meet with the approval of amateur crime enthusiasts and audiences who can appreciate the wry and leisurely wit of an English movie. A few judicious cuts would have heightened the suspense, but as is, you are sufficiently kept on edge.

Robert Newton (you remember him as Bill Sykes in "Oliver Twist") has an excellent opportunity to underplay a villainous role. He's a psychiatrist with an obsession — yes, even they have them — to kill the next man who flirts with his wife. The "next man" turns out to be an American (Phil Brown, an American actor now in England), and he is imprisoned by the doc in a ruined air-raid shelter until he can be eliminated without a trace. But Scotland Yard and a clever canine, who pulls the plug out of a bathtub containing a "body dissolver", save Uncle Sam's flirtatious son from dissolution.

The obsessed and cuckolded Robert Newton makes you almost hope that he will succeed, especially since his wife (Sally Grey) is distinctly nasty; still Phil Brown seems so boyish and good-natured about his fate that you wish it could be someone else. As in all classic British thrillers, there is an imperturbable and efficient police inspector.

« Capital Story »

By WILL McLAUGHLIN

The charge d'affaires of the French Embassy and Mrs. Jean Basdevant entertained at a reception at the Embassy residence in honor of Eugene Kash. Mr. Kash, who is musical director of the National Film Board, has been invited to give two violin concerts on the radio d'iffusion francaise in Paris, France.

* *

Bill Cullum, assistant to manager Ray Tubman at the Capitol (Famous Players) Theatre, is on an annual Summer vacation with his family in the Pontiac Bay district of Western Quebec.

* * *

Central Canada Exhibition, always big opposition for the theatres, attracted tens of thousands daily to the city by rail, motorcar, bus and airways, all bound for Lansdowne Park. Most hardly hit were the neighborhood theatres which depend on women and children for their daily patronage. Everybody appeared to be "going to the exhibition", morning, afternoon and evening, during the week ending Saturday, August 27.

* *

The Imperial Theatre, 20th Century subsequent - run house under the management of Frank Paul, played an "All World War II Show" last week — and did very well, too. The program included "Guadalcanal Diary" and "The Purple Heart".

Ottawa House Robbed

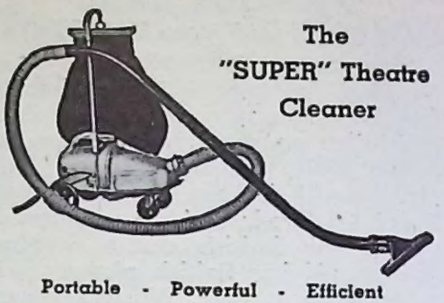
The Century Theatre (formerly the Victoria on Wellington Street near Holland Avenue and now a unit of 20th Century Theatres in Ottawa), was looted of more than $1,000 worth of tickets, candy and gum last week. There were no visible signs of forced entry, and police believe that the thief must have hidden himself in the premises before the show closed for the night. Missing when manager Ted Smiley arrived the following morning were: $234 worth of gift tickets; $590 worth of regular tickets; 53 boxes of chocolate bars; 63 packages of gum, and 64 bags of licorice.

NFB Casting Short

Producer Jack Olsen, of the National Film Board, is preparing to make a film about golf, with sequences to be shot on golf courses in all ten provinces of Canada. Mr. Olsen is seeking a "normal, healthy Canadian youngster" of 16 to 18 years, to travel with the NFB crew and play the "caddy" role. Applications are now being received and auditions made at the National Film Board studios, Sussex and John street.

FRASER STRESSES TV AND FILMS FOR CANADA

Graeme Fraser, director of sales and advertising for Crawley Films Limited, was guest speaker at a recent Kiwanis Club luncheon in Ottawa, his subject being television and the effect the newer medium will have on motion pictures. Mr. Fraser spoke of the film industry as the most interesting business in Canada, combining, as it does, many arts and skills with a liberal education. *"We are always learning something new"*, he stated, *"because of the different topics we film"*. He pointed out, however, that at the same time it was an exacting business and that expenses must always be considered. Canada must export its films to make them pay. He added that "television has been a boom to the film industry. Films are to television as recordings are to radio". Mr. Fraser closed his interesting address with the view that "television and films are the two greatest mediums for mass education, and hence should be developed to build a better Canada".



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VANCOUVER TORONTO MONTREAL

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"Johnny Allegro" (Col.), and "Law of the Barbary Coast" (Col.).

EGLINTON-UNIVERSITY
"Anna Lucasta" (Col.), with Paulette Goddard and Broderick Crawford.

IMPERIAL
"Mighty Joe Young" (RKO), with Terry Moore and Ben Johnson.

LOEW'S
Fourth Week. "Neptune's Daughter" (MGM) Technicolor, with Esther Williams and Red Skelton.

ODEON-CARLTON
"Passport to Pimlico" (EL), with Stanley Holloway and Hermoine Baddeley.

SHEA'S
Second Week. "You're My Everything" (20th-Fox), Technicolor, with Anne Baxter and Dan Dailey.

TOWNE CINEMA
Fourth Week. "History of Mr. Polly" (EL), with John Mills.

UPTOWN
Second Week. "Edward, My Son" (MGM), with Spencer Tracy and Deborah Kerr.

MONTREAL

AVENUE
Second Week. "Wine of Love" (SARO), with Italo Tajo and Nelly Corradi.

CAPITOL
"Sand" (20th-Fox), Technicolor, with Mark Stevens and Coleen Gray.

IMPERIAL
"Flaxy Martin" (WB), with Virginia Mayo and Zachary Scott.

LOEW'S
Second Week. "The Fountainhead" (WB), with Gary Cooper and Patricia Neal.

ORPHEUM
"Too Late For Tears" (UA), with Lizabeth Scott and Dan Duryea.

PALACE
"The Girl From Jones Beach" (WB), with Ronald Reagan and Virginia Mayo.

PRINCESS
"The Stratton Story" (MGM), with James Stewart and June Allyson.

KENT
"The Magic Voice" (SARO), and "It Happened Tomorrow" (SARO).

SAINT JOHN

CAPITOL
"Sally, Irene and Mary" (20th-Fox), and "A Man About the House" (20th-Fox).

PARAMOUNT
Second Week. "Mr. Belvedere Goes To College" (20th-Fox), with Shirley Temple and Clifton Webb.

MAYFAIR
"Hangmen Also Die" (SARO), and "It Happened Tomorrow" (SARO).

WINNIPEG

CAPITOL
"It Happens Every Spring" (20th-Fox), with Ray Milland and Jean Peters.

GAIETY
"Sand" (20th-Fox), with Mark Stevens and Coleen Gray.

MET
"El Paso" (Para.), with John Payne and Gail Russell.

VALOUR
"Wine of Love" (SARO), with Italo Tajo and Nelly Corradi.

ODEON
"Cardboard Cavalier" (EL), with Sid Field and Margaret Lockwood.

CALGARY

CAPITOL
Second Week. "Little Women" (MGM), Technicolor, with June Allyson and Peter Lawford.

GRAND
"Larceny" (UI), with John Payne and Joan Caulfield.

PALACE
"El Paso" (Para.), with John Payne and Gail Russell.

VANCOUVER

CAPITOL
"Edward, My Son" (MGM), with Spencer Tracy and Deborah Kerr.

ORPHEUM
"The Great Gatsby" (Para.), with Alan Ladd and Betty Field.

PLAZA
"Woman Hater" (EL), and "Jigsaw" (UA).

STRAND
Third Week. "The Stratton Story" (MGM), with James Stewart and June Allyson.

VOGUE
"We Were Strangers" (Col.), with John Garfield and Jennifer Jones.

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